GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:73
ANSWERED ON:30.11.2015
National Tourism Policy
M. Smt. Vasanthi;Patel Shri Devji Mansingram;Ranjan Smt. Ranjeet

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any plan to formulate a New Tourism Policy (NTP);
(b) if so, the details thereof and the criteria adopted by the Government in this regard along with the salient features of the policy;
(c) whether the Government has taken comments of the experts and has consulted people for drafting National Tourism Policy and if so, the details thereof;
(d) whether the Government has outsourced the formulation of NTP to an external agency; and
(e) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism has formulated a draft National Tourism Policy 2015 with the aim of positioning India as a "Must Experience" and "Must Revisit" destination for global travellers, whilst encouraging Indians to explore their own country and realise the potential of tourism as a major engine for economic growth, employment generation and poverty alleviation in a sustainable, responsible and inclusive framework, to the betterment of the community.

(b): Some of the highlights/salient features of the draft National Tourism Policy 2015 include:

â€¢ Focus on Employment Generation and Community Participation in tourism development.
â€¢ Stress on development of tourism in a sustainable and responsible manner.
â€¢ An all-encompassing policy involving linkages with various Ministries, Departments, States/Union Territories and Stakeholders.
â€¢ Includes aspects of Swachhta (cleanliness), Suraksha (safety) and Swagat (welcome).
â€¢ Development of core infrastructure as well as Tourism Infrastructure.
â€¢ Emphasis on skill development across all segments.
â€¢ Emphasis on technology enabled development in tourism.
â€¢ Focus on promotions in established source markets and potential markets.
â€¢ A more pro-active and decisive role at multilateral tourism fora under South Asian Association for Regional Cooperation (SAARC), Association of Southeast Asian Nations (ASEAN), India, Brazil and South Africa (IBSA), Brazil, Russia, India, China and South Africa (BRICS) and others.
â€¢ Emphasis on Market Research and Intelligence.

(c): The Ministry of Tourism held rounds of consultations to obtain inputs for the Policy from overseas tour operators, stakeholders in the tourism and hospitality industries, State Governments and Union Territory Administrations, experts, veterans and eminent personalities in the field of tourism. The draft Policy was also hosted on the official websites of the Ministry of Tourism for seeking public comments. In addition, as part of the inter-ministerial consultations, the draft Policy was also circulated among 33 Central Ministries/Departments for their comments.

(d)& (e): No, Madam. Does not arise.

****